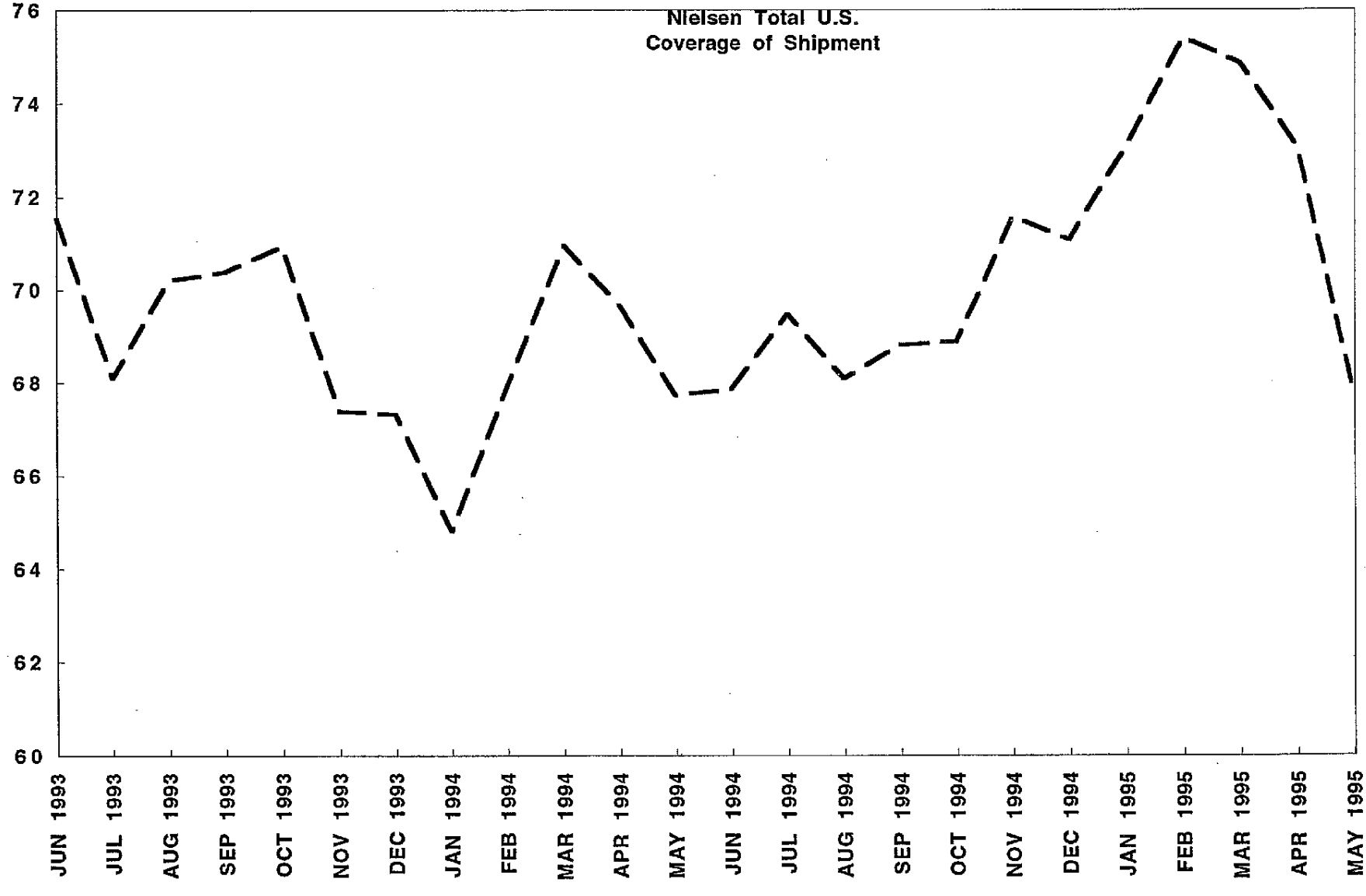
Nielsen 3MM Coverage of Shipments
Total U.S.



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Source: https://www.industrydocuments.ucsf.edu/docs/zzjn0004